

**AMENDMENTS TO THE CLAIMS**

The listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (Currently Amended) A method comprising:

~~sending a request receiving, at a provider server, a contribution request from a portal server over a computer network, the contribution request originating from a client to a portal over a computer network;~~

~~at the provider server, including provider data and an embedded program in a contribution response, wherein the embedded program is adapted to extract a provider page position that corresponds to a location of the provider data on a page of data generated by the portal;~~

~~sending the contribution response over the computer network from the provider server to the portal server;~~

~~receiving the provider page position at the provider server from the client;~~

~~determining that the provider page position does not meet an acceptable page position of a provider; and~~

~~notifying the provider corresponding to the provider server that the provider page position does not meet the acceptable page position.~~

~~receiving a page of data at the client from the portal in response to the request, wherein the page of data includes competitive data, provider data, and an embedded program, the competitive data generated by a competitor server and the provider data generated by a provider server;~~

~~loading the embedded program at the client, the embedded program further executing steps at the client of:~~

~~non-intrusively extracting the competitive data from the page of data;~~

~~comparing the extracted competitive data with the provider data; and  
automatically changing the provider data at the client in response to the  
comparing of the competitive data with the provider data.~~

2. (Canceled)
3. (Currently Amended) The method of claim 1 wherein the embedded program is further adapted to extract competitive data from the page of data and send the competitive data over the computer network to the provider server.
4. (Currently Amended) The method of claim 3 further comprising:  
receiving the competitive data at the provider server;  
comparing the competitive data with the provider data;  
determining whether to change the provider data in response to the comparing;  
changing the provider data in response to the determination, the changing resulting in changed provider data; and  
sending the changed provider data from the provider server to the client over the computer network.
5. (Canceled)
6. (Canceled)
7. (Canceled)
8. (Currently Amended) An information handling system comprising:  
one or more processors;  
a memory accessible by the processors;  
one or more nonvolatile storage devices accessible by the processors; and

a competitive analysis tool for analyzing competitive data, the competitive analysis tool comprising software code effective to:

~~send a request~~ receive, at a provider server, a contribution request from a portal server over a computer network, the contribution request originating from a client to a portal over a computer network;

at the provider server, include provider data and an embedded program in a contribution response, wherein the embedded program is adapted to extract a provider page position that corresponds to a location of the provider data on a page of data generated by the portal;

send the contribution response over the computer network from the provider server to the portal server;

receive, from the client, the provider page position at the provider server;

determine that the provider page position does not meet an acceptable page position of a provider corresponding to the provider server; and

notify the provider that the provider page position does not meet the acceptable page position.

~~receive a page of data at the client from the portal in response to the request, wherein the page of data includes competitive data, provider data, and an embedded program, the competitive data generated by a competitor server and the provider data generated by a provider server;~~

~~load the embedded program at the client, the embedded program further executing steps at the client of:~~

~~non-intrusively extract the competitive data from the page of data;~~

~~compare the extracted competitive data with the provider data; and~~

~~automatically change the provider data at the client in response to the comparing of the competitive data with the provider data.~~

9. (Canceled)
10. (Currently Amended) The information handling system of claim 8 wherein the embedded program is further adapted to extract competitive data from the page of data and send the competitive data over the computer network to the provider server.
11. (Currently Amended) The information handling system of claim 10 wherein the software code is further effective to:
  - receive the competitive data at the provider server;
  - compare the competitive data with the provider data;
  - determine whether to change the provider data in response to the comparing;
  - change the provider data in response to the determination, the changing resulting in changed provider data; and
  - send the changed provider data from the provider server to the client over the computer network.
12. (Canceled)
13. (Canceled)
14. (Canceled)
15. (Currently Amended) A program product comprising:
  - computer operable medium having computer program code, the computer program code being effective to:
    - send a request receive, at a provider server, a contribution request from a portal server over a computer network, the contribution request originating from a client to a portal over a computer network;

at the provider server, include provider data and an embedded program in a contribution response, wherein the embedded program is adapted to extract a provider page position that corresponds to a location of the provider data on a page of data generated by the portal;

send the contribution response over the computer network from the provider server to the portal server;

receive, from the client, the provider page position at the provider server;

determine that the provider page position does not meet an acceptable page position of a provider corresponding to the provider server; and

notify the provider that the provider page position does not meet the acceptable page position.

~~send a request from a client to a portal over a computer network;~~

~~receive a page of data at the client from the portal in response to the request, wherein the page of data includes competitive data, provider data, and an embedded program, the competitive data generated by a competitor server and the provider data generated by a provider server;~~

~~load the embedded program at the client, the embedded program further executing steps at the client of:~~

~~non-intrusively extract the competitive data from the page of data;~~

~~compare the extracted competitive data with the provider data; and~~

~~automatically change the provider data at the client in response to the comparing of the competitive data with the provider data.~~

16. (Canceled)

17. (Currently Amended) The program product of claim 15 wherein the embedded program is further adapted to extract competitive data from the page of data and send the competitive data over the computer network to the provider server.
18. (Currently Amended) The program product of claim ~~[[10]]~~ 17 wherein the computer program code is further effective to:
  - receive the competitive data at the provider server;
  - compare the competitive data with the provider data;
  - determine whether to change the provider data in response to the comparing;
  - change the provider data in response to the determination, the changing resulting in changed provider data; and
  - send the changed provider data from the provider server to the client over the computer network.
- 19-27. (Canceled)